

# Dierks Lumber & Coal Company

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Celebrated Bradley & Vroman Paints  
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## HOW ABOUT YOUR BOY OR GIRL, MOTHERS AND FATHERS?

Are they prepared for life's work? Would you like to have them in a school where rigid discipline is enforced and where boarding places are supervised? We develop the personality and moral tendencies of our students and teach them how to become leaders. Courses offered: stenography, bookkeeping, civil service, secretarial and expert accounting. For catalog and further information, address

F. L. Groom, M. A. Pres. HASTINGS BUSINESS COLLEGE  
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## Something New in Alliance

H. Thiele recently purchased a supply of the best Eczema remedy on the market. If you are afflicted, call and ask them about Dry Zensal for the crusty, scaly skin and Moist Zensal for all watery eruptions—clean, odorless ointments for the two distinct types of Eczema. Here is your chance to get the relief you have been seeking.

## Watch Our Window —for— Saturday Candy Specials Sugar Bowl Candy Kitchen



Dray Phone 54 Residence phone 638 and Blue #7

## DYE & OWENS Transfer Line

Household goods moved promptly and transfer work solicited.

## Job Printing



Because of our unique organization we are able to turn out superior job printing quickly and satisfactorily. We employ only printers who are experts. Our plant, the most completely equipped in western Nebraska, is in a position to turn out any size job of work on short notice. Why get unsatisfactory, shoddy printing done when you can get the kind that satisfies for the right price. Phone 340 and we will call. Mail orders given prompt attention.

## Herald Publishing Co. Alliance, Nebraska

## See America This Summer!

Pikes Peak, Estes Park, Royal Gorge, The Black Hills, Big Horn Mountains, Yellowstone Park, Glacier National Park, Puget Sound Country, California

These are Western scenic and vacation regions, for any of which Europe would pay a fabulous sum to possess. They are ours and are easily accessible at low rates, luxurious train service, and may be enjoyed at small expense. You will be surprised to learn the moderate cost of a two-weeks' stay in Colorado, for instance at Estes Park, or at Hot Springs in the Black Hills, or at a hospitable ranch in the Big Horn mountains, near Sheridan, or in the Absorakas beyond Cody; or would you prefer a tour and keep "on the move,"—through Yellowstone or Glacier National Parks, or of the Pacific Coast through Scenic Colorado?

You can travel in America at the lowest railroad rates and in the most comfortable trains in the world. Ask me for literature descriptive of any tour you have in mind.

J. Kridelbaugh, TICKET AGENT, Alliance, Nebr.  
L. W. WAKELY, General Passenger Agent,  
Omaha, Nebr., 1004 Farnam Street



**Demonstrator for Kimball County**  
Still another county farm demonstrator has been added to the list in Nebraska, this time in Kimball county. The new demonstrator is George Unruh, instructor in agriculture at the Kimball county high school. He began work as demonstrator July 1. Mr. Unruh has homesteaded in South Dakota and has had other general farm experience. He is also a graduate of the Nebraska College of Agriculture. Prior to Mr. Unruh's election to the position, he had been doing considerable practical agricultural work with the farmers of the county. With the hiring of a farm demonstrator in Kimball county, Nebraska has eight such men in the field. The other counties having farm demonstrators are Gage, Seward, Thurston, Merrick, Madison, Dakota and Dawes.

Hugh Raymond, the county farm demonstrator in Dakota county, began work July 1. Mr. Raymond was hired several weeks ago by the new Dakota County Farm Management association.

## VOTE FOR



## Woodruff Ball OF CHERRY COUNTY Republican Candidate for State Senator NOMINATION From 28th Senatorial District

Connected with the Live Stock Business in this district over 15 years. Made final proof on original homestead in August, 1903, under the 5-year act. This was the land involved in the "Beer Bottle Corner case." Made final proof on Kinkaid Additional in July, 1910. Member of the present State Forestry Commission.

Has secured \$15,000.00 additional funds for reforestation work in Nebraska from the general government. Has secured the permanent retention of the National Forest Reserves in this state for the benefit of the present and future generations. Has labored persistently to secure from the general government an appropriation with which to conduct experiments to increase the quality and quantity of grazing or forage grasses in the sand hills. This should enhance the value of all sandhill lands. Initiated the fight which wrote into the present State Live Stock Sanitary Board Law the requirement that the cattlemen thereon must reside in Western Nebraska.

Conceived the idea of and promoted "The Northwest Round-Up" Association.

From the above it will be seen that Mr. Ball is closely identified with the interests of the 28th Senatorial District, equipped with experience to know its needs and thoroughly capable of safeguarding and promoting its legislative requirements.

You can make no mistake in supporting the candidacy of Mr. Ball.

Prices that surprise. Values that tell—"Lain" offers any Suit in the house for \$15.00, Saturday and Monday, July 18 and 20.

## Want Ads



are the little fellows that bring the business. The Herald guarantees more bona fide replies than any other Alliance newspaper or you get your

## Money Back

## CLASSIFIED Advertising

**LOST OR STOLEN**—Sorrel colt, two weeks old. White face, and four white legs. From the Henry Lofshman pasture. Reward for information. Phone 340, Herald office. 27-1f-3690

**LOST**—A ring, with three sets missing. In grand stand at Fair Grounds Saturday afternoon. Reward. Phone 340 or leave at Herald office. 29-2f-3707

**GOLD BAR PIN LOST**—Initials T. E. W. engraved on it. Finder please leave at this office or phone 340. Reward.

**LOST**  
Saturday morning, June 20, lady's pocketbook containing money, check book and other articles. Finder please return to Herald office for information and receive reward. 29-3f-3716

**WANTED**—A girl of about eleven years, to stay with young lady in the country. P. O. Box 1396, Alliance, Nebr. 29-2f-3759

**WANTED**—Traveler. Age 27 to 50 Experience unnecessary. Salary, commission and expense allowance to right man. J. E. McBrady, Chicago. 32-1f-3757

**WANTED**  
To contract the putting up of my hay this year, near Alliance. J. R. PHELAN.

**FURNISHED ROOMS** for rent 129 Missouri Avenue, or phone Red 456. 177f4464

**TWO SEATED SURREY**—For sale at a bargain. WALTER BUECHSENSTEIN. 29-2f-3754

**HAY FOR SALE**—Phone Ash 8212. 27-25-3686

**SADDLE HORSE FOR SALE**  
Thoroughbred saddle horse for sale cheap. Phone 340 or call at The Herald office. 164-f-4410

**FOR SALE**—Five passenger Ford automobile. Good condition. Bargain. Terms to suit purchaser. Inquire of W. C. Mounts. 28f3674.

**FOR SALE**—Folding bed, couch and sewing machine. Phone 41. 29f3711

**LAND TO TRADE**  
I have 160 acres, 3 1/2 miles from Bayard, under the Tri-State canal, to trade for Box Butte county land. J. C. McCORKLE, Alliance, Nebr. 12f3276

**FOR SALE OR TRADE**—Oakland 40 H. P., 5 passenger auto, modern and in good condition, will sell cheap; or will trade for property or lots, well located. H. J. ELLIS.

**RANCH FOR SALE**  
6000 acres wooded land.  
360 acres school land.  
1280 acres leased land.  
Forty miles northeast of Alliance, Nebr. M. D. CRAVATH, Owner, Grayson, Nebr. 31f3751

**FOR SALE—SURREY**  
Two-seated surrey for sale. First-class condition. Inquire of Walter Buechsenstein. 30f3719

**FOR SALE OR EXCHANGE**  
Some good town property to exchange for stock of merchandise. Might assume some indebtedness if necessary to make deal. Address H. M. GILCHRIST, Scottsbluff, Nebraska. 32f3760

### MISCELLANEOUS

Money to loan on real estate. F. E. REDDISH. 1f

Posts of all kinds for sale at the Forest Lumber Company. 29f

Coal office at Rowan's feed store. ROWAN & WRIGHT, Phone 71. 1f

**ICE! ICE! ICE! ICE! ICE!**  
For fresh, pure ice, delivered promptly, phone 737, A. B. STURGEON. 28-f-3672

Buy your coal of Rowan & Wright. Phone 71. 1f

**ICE! ICE! ICE! ICE! ICE!**  
For fresh, pure ice, delivered promptly, phone 737, A. B. STURGEON. 28-f-3672

Notice! If you will pay for your subscription to the Herald for one year we will send you four big magazines all one year for only 18 cents extra.

## PROFESSIONAL DIRECTORY

RATES: One-inch cards, 50 cents; two-inch cards, \$1.00

**L. W. BOWMAN**  
Physician and Surgeon  
Office in First National Bank Bldg.  
Phones: Office, 362; residence, 16.  
50f1608

**DR. D. E. TYLER**  
Dentist  
PHONE 167  
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ALLIANCE : : NEBRASKA

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Res. Phone 20 Res. Phone 41  
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**Matches Made of Punk**  
Of all the varied supplies required in the household, matches are probably the most unconsidered trifles. The housewife is particular to order baking powder, peanut butter, scouring soap, gas mantles and many other articles by name, carefully specifying the brand desired and "accepting no other," but when it comes to matches she tells the grocer to "send a package," and lets it go at that. Why this is so may be explained in various ways. Matches are so cheap as to seem hardly worth wasting thought on. Though displaced to some extent by the increasing use of electric lighting, matches are indispensable. They may be used only by the cook or by the smokers of the family, but they are freely used whenever needed and the demand is not susceptible of development. Manufacturers have no need to advertise to make their product popular. It may be that the industry is so centralized that publicity, a customary symptom of competition, can be dispensed with. At any rate, MATCHES ARE NOT ADVERTISED BY TRADE MARKS; CONSUMERS ARE NOT EDUCATED TO DEMAND CERTAIN BRANDS.

The result is inevitable. The manufacturer has no incentive to make GOOD matches. His only interest is in CHEAP matches. The same is true of the jobber and retailer. Their customers will accept any sort of matches at the usual price. The dealer's only concern is to buy his supply AS CHEAPLY AS POSSIBLE, that his profit may be as great as possible. The salesman who offers the lowest price gets the order. Quality is not a consideration. THE MARKET IS FILLED WITH MATCHES SO ROTTEN THAT HALF OF THEM BREAK IN PIECES WHEN STRUCK.

This is not wholly a trifling matter. In Cincinnati the other day a woman was FATALLY BURNED because the head of a match flew off and lodged in her clothing and her aged sister was PAINFULLY BURNED in trying to save her. Cheap matches may easily damage or destroy property, such as rugs or curtains, if they do not BURN BUILDINGS AND SACRIFICE LIFE. The

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REASONABLE RATES  
PROMPT SERVICE  
**A. J. KENNEDY**  
Dentist  
Office in Alliance National Bank Building over Post Office  
PHONE 391

**J. D. EMERICK**  
Bonded Abstractor.  
I have the only set of abstract books in Box Butte county. Office Room 7, Opera House Block. 10f670

**H. M. BULLOCK.**  
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AT LAW  
ALLIANCE : : NEBRASKA

**BRUCE WILCOX**  
Lawyer and Land Attorney  
Office in Land Office Building  
1908 to 1907, information by mail  
Practice in U. S. land office from 1891 to 1898  
ALLIANCE : : NEBRASKA

**EUGENE BURTON**  
Attorney at Law  
Land Attorney  
Office First National Bank Building  
PHONE 180  
ALLIANCE : : NEBRASKA

**F. M. BROOME**  
Ex-Receiver United States Land Office  
U. S. LAND ATTORNEY  
Townsite and Realty Agent  
Office Norton Block  
Alliance, - - - Nebraska

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CONTRACTOR and BUILDER  
PLANS AND ESTIMATES FURNISHED ON APPLICATION  
I employ only first-class mechanics  
All work guaranteed.  
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Sign Painting and Graining All work in first class  
**B. V. REEVES**  
Painting, Paperhanging and Decorating  
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Alliance, Nebr

saving is the manufacturer's and the dealer's; THE LOSS IS THE CONSUMER'S.  
Notice the name on the box. If they are bad matches, NEVER BUY THAT KIND AGAIN. If they are good matches INSIST ON HAVING THE SAME BRAND EVERY TIME—as long as the quality is maintained, and NO LONGER.  
If this advice commends itself to you as sensible adopt it as a lifelong practice. Do not dismiss it as trivial. The danger to your family and your home through flying match heads may be slight, but it is enough to be WORTH AVERTING. Safety is none too sure when EVERY KNOWN RISK, BIG AND LITTLE, IS GUARDED AGAINST. The only time when accidents can be prevented is BEFORE THEY HAPPEN.—News, Cleveland, Ohio.

**HAPPY MOTHERHOOD**  
The happiness of motherhood is too often checked because the mother's strength is not equal to her cares, while her unselfish devotion neglects her own health.  
It is a duty of husband or friend to see that she gets the pure medicinal nourishment in Scott's Emulsion, which is not a drug or stimulant but nature's concentrated oil-fish tonic to enrich and enliven the blood, strengthen the nerves and aid the appetite. Physicians everywhere prescribe Scott's Emulsion for overworked, nervous, tired women; it builds up and holds up their strength.  
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**HOLSTEINS A SPECIALTY**  
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